

# Macy's



## THE FIRST DULY SANCTIONED STORY OF SANTA CLAUS' BIRTH AND WORK

As Spectacularly Represented in Macy's Christmas Windows at a Cost of \$10,000.00.

### Tableau 1.—Birth of Santa Claus.

Genealogists are agreed as to the place of Santa Claus' birth. This child of the Universe, this genius of the Polar Sea, and, finally, this colossal Santa Claus man, first saw the light of day in a land hushed to silence by the weight of ice and falling snow.

According to the logic of the stars, Santa Claus is supposed to have been born when Scorpio was ascending. The symbol of this degree is a trefoil—Faith, Hope and Charity—the projector of new schemes for the benefit of mankind. In this case it is an easy matter to trace the influence of the planets.

All the human race that wear stockings need no further introduction to this juvenile saint. Of course, the Digger Indians and the far-away inhabitants of the Philippine Islands, who have no social relations with shoes and stockings, have never enjoyed the genial blessing of an introduction to this wonderful creation of Nature.

It is interesting to all students of mankind to know that the place of nativity of this benefactor of the infantile world would probably never have been discovered but for the known history of that ornithological variety called the penguin.

A glance at the scene reveals the white clouds so brilliantly luminous, so fantastic in figure, curling and dancing in the sky.

A white-breasted penguin, a stately and maternal bird, is seen approaching from the Polar Sea; in her projecting beak a

mass of wet and matted seaweeds conceals the naked form of the infant Santa Claus, for he is swathed lovingly within. This demonstrates beyond a doubt the Polar origin of this wonderful being—the great, the only Santa Claus.

As if to lend enchantment to this bewitching scene, diminutive penguins, with snowy breasts, are crowding around, flapping their tiny wings to the rhythm of the waves as they throw themselves carelessly at the foot of the ice mountain, laughing chattering, jabbering, prattling, clicking their sharp teeth in high glee and astonishment over the strange find of the mother bird. No their joy seems prophetic of the happiness that the benefactor in the matron's bill is destined to bestow on all children of the human race who might be born to the heritage of hosiery.

The eye is enraptured by the fleecy vapor that lingers around the infant Santa Claus' head. Closer scrutiny reveals an aura caught from the surrounding ice altars, whose sparks shot heavenward in honor of the royal nativity.

FOR UNTO THE WORLD WAS GIVEN A CHILD DESTINED TO BE RULER OVER A KINGDOM OF CHILDREN'S HEARTS, AND THE EMBLEM OF HIS SOVEREIGNTY IS THE MIGHTY SCEPTRE OF LOVE.

The birth of Santa Claus falls like a benediction upon the world. Silence follows, like a tear of joy; and Hope throws its blissful glamour over the graves of dead desires.

### Tableau 2.—Santa Claus Has Grown To Be a Man and Sees a Vision of His Bride.

In this scene the erstwhile hermit is filled with gladness and happiness unspeakable, because, emerging from the fleecy clouds, he beholds a vision of his lovely bride. She is blossom-wreathed and star-crowned. At first Santa Claus might have mistaken her for Daphne, the Dawn Maiden—and there was ample reason for such conclusion, the bride-elect being exceedingly beautiful, with eyes that shone like stars, dimpled and rosy cheeks, hair like spun gold, a little cleft chin and a face full of sunshine. Perhaps this last named feature, if it

may be catalogued as a feature, accounts in a great measure for Heaven's choice having fallen upon her as a suitable companion for Santa Claus.

The union proved a happy one from every point of view. Mrs. Santa Claus was a true "Mother in Israel." Heaven blessed her with many offspring, as will be seen in due time, children their parents were proud of, because they stayed at home of nights and worked diligently during the day.

### Tableau 3.—A Fairy Reveals to Santa Claus His Mission on Earth.

There never had been a tree within a thousand miles of Santa Claus' Polar mansion. It was necessary for the fairies to bring one or more trees as a part of Santa's capital, to start him in the business he was by Nature destined to follow.

The presence of the fairies was necessary to teach him the art required in planting Christmas trees, whose verdant foliage never withers so long as Christmas continues.

### Tableau 4.—Santa Claus Plants the First Christmas Tree.

The tree is planted! Nature has been munificently lavish in throwing over it a mantle so mysterious in texture, so dazzlingly intricate in web and woof that no human mind can comprehend it, no human hand copy. It taxed the ingenuity of divinity and defies translation.

Santa Claus looks with undisguised but pardonable pride upon the first piece of work that fell from his inspired fingers, and behold, "it is good."

The fine foliage sparkled in the reflected light of the sun

as it glanced on the dazzling surface of the snow. This tree, green, with all the gradations of color, from the tender emerald of early spring to the deep rich bronze of a magnolia leaf stands there under the shadow of the eternal snows, a thing matchlessly and defiantly beautiful.

No human language, however eloquent, could paint the rare grace and symmetry of this first Christmas fir—standing there, breaking the dead mass of whiteness, as grand and as lonely as Teneriffe. The drifting snow sang a plaintive song among its branches and settled down softly among them.

### Tableaux 5, 6, 7.—Santa Claus in His Workshop.

You behold here the workshop of the most ingenious of all wood, iron, pewter, horsehair and sawdust artists the world has ever known.

Think of the prodigious labor performed and the inconceivable quantity of multifarious material utilized by this one

artisan in the short space between Xmas and Xmas! He supplies millions of small people from this busy shop. He manufactures here and stores the goods among the icebergs, which accounts for the coldness of the things found in our stockings Christmas morning.

### Tableaux 8, 9.

It is Christmas Eve and Santa Claus is showing his little Santas how to load the big sleigh with all the toys they have made.

### Tableaux 10, 11, 12.—Santa Claus on His Way to New York.

Here we behold the king of the charioteers holding the light ribbons over his flying reindeer, rushing, dashing, dodging every obstacle—his fleet couriers straining every nerve and muscle to reach Greater New York before midnight on Xmas Eve. How the wild wind whistles through his waving beard.

To demonstrate the rapidity with which he and his couriers fly, it is only necessary to state to all who are interested in the question that the hands of the clock have never yet marked the hour of midnight before his arrival at Macy's, which bears the distinction of being his emporium.

Santa Claus winks at the stars and laughs at the moon. He draws from under his snowy fur robe an immense spy-glass, and now and then takes observations—not Heaven, but earthly observations. He is evidently locating the homes of the good boys and girls. He finds so many of them that he trols a merry song, and the reindeer catch the infection and snort vociferously, flinging the snow from their flanks, causing the bells to tinkle and jingle in unending tinkling-flank. The echoes are borne to the great city and fall like music on the listening ears of little children.

### Tableau 13.—Midnight Xmas Eve.

The deferred pleasure of a whole year is at last realized, and here to our wondering eyes appears Santa Claus in Greater New York with his assistants, who, one may observe, are adjusting a rope around his waist, brought expressly from our recently acquired possession, Manila, of great tensile strength, to lower his precious form down a chimney, which has always been his chosen avenue for approaching our socks and stockings.

Is the best—that is, the most unanimously received opinion—is that this great exemplar comes down the chimney to teach all children, young and old, that "cleanliness is next to Godliness," and that it matters not where we go in this world, if we observe caution, prudence, circumspection, and are governed in our actions by right principles, we will come forth with clean hands and unsullied characters. It is difficult to understand on any other theory how this philosopher can go down millions of chimneys in one night and come out without a speck of soot on his shirt collar, his Arctic fox cap or his face and hands.

### Tableau 14.—Santa Claus Appears in the Children's Room.

It is with something akin to ecstasy that we behold Santa Claus emerging, feet foremost, into the fireplace of the children's room.

Bearing in mind the philosophical discussion on the reason for descending chimneys, you will here find a corroboration of the views therein expressed in the neatness of Santa's garments.

True to his business instincts, he wastes no time in turning over in his mind what has to be done, but seizes the opportunity and addresses himself to unloading the huge pack on his back and storing its contents into the yawning receptacles awaiting them.

### Tableau 15.—Filling the Stockings.

The immortal Santa Claus in the crowning act of his life. He rapidly and noiselessly fills the stockings that hang about the fireplace. He makes generous drafts upon the great pack of toys and candy that burdens his back. It is for this consummation that he toils from January to December, that he loads his sleigh and speeds like the wind to this spot—the centre of the World!

Those who are fortunate enough to be awake at the "witching hour of midnight" and catch a glimpse of the veritable Santa Claus' claim that Christmas is not the happiest day on earth. They say that to them it has a pathetic side—it is tinged with regret that the one who did so much to brighten the day should be so far away from the scene. They also verify what his most famous biographer has written of his turning with a jerk when his work of filling the stockings is complete, accompanying this by a mystic manner of laying his

finger aside of his nose previous to his ascending the chimney. And then his ultra-polite manner, nodding, or bowing himself up, as a knight of the carpet with nothing else than manner on his mind might have done. Santa Claus is a gentleman—a citizen of the world—whose keen sense of perception always suggests the right time, the right place and the right manner, and never betrays him into an error.

A perfect man from the Pole! The fact that he whistled after a safe ascent does not in the least detract from his perfect good-breeding. That was an easy and available means of communicating to the reindeer his readiness for departure. The magic whistle gave fresh impulse to the fleet couriers, for they only gave the chivalrous and courtly Claus time to exclaim:

"MERRY CHRISTMAS TO ALL, AND TO ALL GOOD NIGHT."

### Tableau 16.—Christmas Morning.

Christmas morning! Santa Claus has vanished, but "by his fruits" the children still know and love him. Nothing could appeal to one's sense of the beautiful more strongly than the happy groups here and there, examining and enjoying the gifts he left for them.

Every gift representing effort, sacrifice, thoughtful affection on the part of the donor; lovely things, falling into the hands of appreciative owners, who see real loveliness in them, because the children have love in their hearts. The Christmas

faith of childhood, steadfast, faithful, unflinching, and the attending Christmas joy of the same period, unbroken by enlightenment, unclouded by consciousness, are the only foretaste of heaven vouchsafed to mortals on earth.

The Christmas bells ring out right merrily, and those who, by reason of their years and the consequent cutting of eye-teeth, are debarred the high enjoyment of the children in the tableau, meet each other with the time-honored salutation of "Merry Christmas!"

former of hearts and faces, lighting up lives long since grown lustreless. The Christmas tree is dismantled for the delectation of the young and the less animated joy of the mature. Above the scene the royal heart of Santa Claus still hovers; and the chime of the Christmas bells will never die.

### Tableaux 17, 18.—Christmas Night.

Christmas night and a Christmas tree make a fitting and glorious ending to a perfect Christmas day.

The Christmas tree not only turns heads but turns back the universe, and the old of yesterday are the young of to-day. The trinity of Song and Dance and Laughter is a trans-

formation of hearts and faces, lighting up lives long since grown lustreless. The Christmas tree is dismantled for the delectation of the young and the less animated joy of the mature. Above the scene the royal heart of Santa Claus still hovers; and the chime of the Christmas bells will never die.

## Macy's

The Straus Cut Glass.

Cut Glass figures vitally in our Holiday preparations. What more admirable for a gift? Look through the brilliant display. Our control of these exquisite things is masterly. There is a medal here—first prize won by the "Straus" Cut Glass at the World's Fair.

We never cease creating new and beautiful effects; we never pause in the policy of underselling every body.

You are invited to visit our work-rooms on the premises, and watch the cutting process in all its stages. No other retail store in America can afford you such a chance for unusual sight-seeing.

Cuttings are artistic or commonplace. Cut Glass has style, just like Dress Goods or Silks. Much depends upon design. These are among the newest we show:—

Venetian, Russian, Electrical, Chrysanthemum, Orloff, Eugenie, Nassac, Polar Star, Shah, Mattam, Nadir, Octagon, Diamond, Dresden Glitter, Versailles, Vaal and Afric.

We will be glad to show you our Cut Glass Table Services—the new flanged shapes in various rich ut-tings—\$70.82 to \$88.31 for set of sixty pieces. Does this list of Cut Glass articles solve the gift puzzle for you?

Salad Bowls, Fruit Bowls, Cranberry Dishes, Flower Holders, Cigarette Decanters, Salad Spoons, Salad Forks, Cheese Dishes, Pitchers, Sherry Decanter.

Probably you are partial to Cut Glass with sterling silver mountings?

Decanters, Cigar Jars, Punch Bowls, Loving Cups, Salad Bowls, Tankard Pitchers.

Claret Pitchers, rock crystal engraving, \$9.50 Cut Glass Bowls, \$3.47. Five hundred Cut Glass Salad and Fruit Bowls, sold elsewhere at from \$7.50 to \$9.50; choice \$3.47.

### Calendars for 1900.

Thousands to choose from. You never saw such deft conjurings. They show the touch of the artist in design and coloring. Wonderfully attractive conceits and at prices that are less than elsewhere.

### Bric-a-Brac.

Hard by you may see Cabinet specimens of old Dutch reproductions. The originals are in Kunstmuseum, Berlin, and others are in Kunstgewerbe Museum, Dresden. All who are interested in ancient crests and armorial bearings will enjoy the display.

Examine our Indian Moradhabad Glass. They are rare specimens—copied from the treasures of European Museums. Don't quit the glass domain without seeing our Metallic and Bohemian Enamelled Wares—Glass was never treated more richly or artistically.

## Good Groceries for Every Day and Especially for Thanksgiving and Christmas

Thanksgiving is an ideal festival. It falls at the happiest period of the year. The harvest is gathered, the bright Indian Summer days, with their brooding haze, have drifted southward over the soft hills before the eager north wind; the huskings are over; the camps of prosperity are pitched all through the valleys and the whole land is garrisoned with abundance. There could not be a better time for feasting. All the substantial as well as the delicacies are here—best qualities and lowest prices.

National Mills patent family and pastry Flour, extra quality, snow-white, barrels, \$4.49; half-barrels, \$2.39; 24½-pound bags, 57c.

California Fruits, Jessamine brand, 1899 packing, selected large ripe fruit and heavy sugar syrup:

Green Gages and Egg Plums, case of two dozen, \$3.38; can, 15c.

Apricots, case of two dozen, \$4.82; can, 21c.

Bartlett Pears and Lemon Cling Peaches, case of two dozen, \$5.14; can, 22c.

White Cherries, case of two dozen, \$6.26; can, 27c.

Yellow Crawford Peaches, case of two dozen, \$4.34; can, 19c.

Bartlett Pears, extra quality, two-pound cans, 10c.

Sliced Lemon Cling Peaches, a nice dessert when served with cream, one-pound cans, 12c.

Sliced Pineapples, eyeless and coreless, heavy syrup, two-pound cans, per case of two dozen, \$3.19; can, 14c.

Early June Peas, finest packed, case of two dozen, \$2.49; can, 11c.

Homestead Peas, sweet and delicious flavor, case of two dozen, \$3.14; can, 14c.

French Peas, finest quality, packed in 1899, small size, per can, 18c; extra small, per can, 22c.

Sugar Beets, extra small and tender, two-pound cans, 12c.

Golden Wax and Green Stringless Beans, small and tender, case of two dozen, \$2.18; per can, 10c.

Corn or Succotash, Lily White brand, best quality packed, case of two dozen, \$2.18; per can, 10c.

Lima Beans, small and tender, case of two dozen, \$1.54; per can, 7c.

Asparagus Tips, 1899 packing, three-pound cans, case of two dozen, \$2.66; per can, 12c.

Extra Fancy Squash, Jersey packed, case of two dozen, \$2.18; per can, 10c.

Vanilla Chocolate, Macy's extra quality, half-pound packages, 17c.

Breakfast cocoa, strictly pure, none better, half-pound cans, 10c.

Fancy Table Nuts, extra large, finest quality 1899 crop:

Brazil Nuts, extra large, per pound, 10c.

Pecan Nuts, extra large, per pound, 15c.

Sicily Filberts, per pound, 15c.

Mixed Nuts—six varieties, pound, 15c.

Grenoble Walnuts, per pound, 17c.

Paper Shell Almonds, pound, 32c.

Jumbo Pecans, thin shells, pound, 38c.

Jordan Shelled Almonds, extra large 38c.

Dates stuffed with almonds, pecans and walnuts, pound package, 27c; half pound packages, 15c.

Plum Pudding, English style, finest quality, four-pound cans, 69c; three-pound cans, 49c; two-pound cans, 34c; one-pound cans, 19c.

Fancy Pulled Figs, extra large, three-pound boxes, 72c.

Layer Figs, two-pound boxes, 27c; one-pound boxes, 17c.

Washed Pulled Figs, two-pound baskets, 54c; one-pound baskets, 32c.

Cleaned Currants, pound packages, guaranteed full weight, 7c.

Seeded Raisins, pound packages, guaranteed full weight, 10c.

Malaga Table Raisins, 5½-pound boxes, 99c; one-pound boxes, 22c.

Malaga Table Raisins, extra large, two-pound fancy boxes, 49c.

Mince Meat, Lily White brand, finest quality seeded fruit, wine and brandy, five-pound jars, 59c.

Condensed Mince Meat, three-pound pails, 29c; one-pound packages, 7c.

Currants, extra large, thoroughly cleaned and stemmed, one-pound packages, 9c.

Seeded Muscatel Raisins, extra large, one-pound packages, 12c.

California Prunes, extra large, French style, 25-pound boxes, \$2.09; two-pound packages, 18c.

Citron, Lemon and Orange Peel Glace, finest quality, pound packages, 15c.

Candied Citron, pound package, 11c.

Sirup de Batterie, finest quality New Orleans Molasses, gallon, 54c; half gallon, 32c; quart cans, 19c.

### The Toys.

Jerrold, the charming essayist, used the expression "muchness of the much." It describes our collection of Toys as nothing else can. The quality and variety are so vast that any attempt at enumeration is instantly frustrated. That explains the meagre advertising. All we can do is to print a limited list.

Bicycles—Magnetic Toys—Mechanical Toys—Automatic Toys—Inert Toys—Magic Lanterns—Steam Engines—Hot Air Motors—Doll Houses—Stables—Grocery Stores—Butcher Shops—Punch and Judy—Theatres—Horses on Stands—Rocking Horses—Swinging Horses—Cabriolets—Trucks—Milk Wagons—Sand Carts—Fire Engines—Hook and Ladders—Horse Carts—Patrol Wagons—Chief Wagons—Villages—Farms—Noah's Ark—Trains—Pianos—Tool Chests—Printing Presses—Drums—Horns—Games—Blocks—Puzzles—Tops—Banks—Tea Sets—China Sets—Pewter Sets—Christmas Trees—Tricycles—Velocipedes—Bureaus—Bedsteads—Chairs—Sofas—Wardrobes—Stoves—Trumpets—Soldiers—Rattles—Ten Pins—Horse Reins—Whips—Canes—Guns.

We gathered them from first hands throughout the historic manufacturing villages of Germany, Austria and France. Pretty things at 4c; marvellous things at \$399.99, and scores of Toy trophies at every price between.

Nearly half a century of cumulative experience is back of our Toy business. For over forty years we've made it plain that our prices are invariably the lowest in America.

### The Dolls.

We are devoted to Dolls. Beneath the sweetness of their thrill we almost forget prosaic business. However, the fine and fair sentiment they inspire is a help. We want to place a Doll wherever there is a niche for one. The yearnings of childhood for possession are among the strongest incentives for popular prices. And our prices are remarkably, peerlessly popular.

Jumeau Dolls—finest Parisian productions—patriotics of Doldom—China Dolls, Rag Dolls, Blond Dolls, Brunette Dolls, Kid-jointed, Bisque-headed Dolls, Jointed Dolls, with indestructible heads; Muslin Body Dolls, Masculine Dolls, Feminine Dolls, Dolls short, tall, slim, fat, dimpled, smiling, frowning—all kinds of Dolls, 24c. to \$24.98.

### Candy for Xmas.

Our Candy factory has once more proven equal to the Holiday emergency. Its output has been stupendous, and you'll find us completely ready for the rousing business that is sure to follow.

When you buy Candy here you may safely rely upon securing the purest qualities. It goes without saying that prices are lowest.

Salted Jordan Almonds, per pound, 74c.

Walnut Bon Bons, dipped in finest cream, per pound, 36c.

Almond Paste, in fancy shapes, per pound, 59c.

Assorted Glace Fruits and Nuts, per pound, 19c.

Crystallized Ginger, per pound, 33c.

Marrons in syrup, 2-pound cans, \$1.06.

Lace Papers for cakes, per dozen, 6c. to 60c.

Salad Caps, per dozen, 7c. to 24c.

Snapping Mottos, per dozen, 9c. to \$1.24.

### Dependable Watches.

In the past we have sold thousands of Watches. We sold them right. That fact justifies the large expectations that now give movement to our plans. We have provided Watches prodigally. Nothing is more appropriate for the gift. We guarantee all our Watches above \$5.00.

### Solid Gold Jewelry.

Remember the Macy guarantee. Bear it in mind when you come here for Jewelry. If our salespeople tell you it's all gold, gold it is—solid and sure—or you may bring the article back and get the money paid. This policy facilitates selling and relieves your mind of every worry and doubt. The prices are astonishingly small.

### Diamonds.

We started a Diamond sale several weeks ago—about the time hostilities began in the Transvaal. The bulk involved will last throughout the highest-tide of the Holiday trade. There are Rings, Brooches, Scarf Pins and Cuff Buttons set with fine Diamonds, and Diamonds in combination with rich colored stones. The prices are astonishing. They range fully a third less than current values. These offerings are peculiarly great when it is remembered that Diamonds are advancing almost daily.

### Quadruple-plate Silver.

Quadruple-plated Tray and Scraper, handsomely finished, fancy borders, wood handles, sold elsewhere at from \$3.00 to \$4.00 per set; our price \$1.94.

Whisk Brooms and Hat Brushes, \$1.07; Puff Boxes and Cloth Brushes, \$1.59; Soap Dishes, \$1.33; Jewel Cases, \$1.74; Hand Mirrors, \$2.13; Trinket Boxes, \$2.29.

### Sterling Silver Novelties.

This is a prolific stock all the year round, but at the Holiday era it reaches high tide, and the display grows extra attractive. Our variety of Sterling Silver Novelties and their low prices simplify the usual baffling effect of limited resources when endeavoring to choose a present for HER or HIM. The firm set system of the store is a safeguard to all who buy Sterling Silver Articles here. Qualities are right—you may select with perfect security on that score.

### Oil Paintings.

Oil Paintings from abroad. Our collectors secured them in the European centers where art flourishes for the sake of art. For the most part they are the productions of dreamy artists who typify Henri Murger's heroes. These Pictures were painted to embody beauty, to illustrate an aesthetic conception, to idealize a poetic or romantic thought—not for the object of making money. We create a market for them by being equally non-mercenary.

Our prices are very low and marked in plain figures. We do not charge an exorbitant price, expecting to be urged to allow a discount or reduction. In many instances exclusive Picture stores ask twice as much as we do. The paintings, from \$10.48 to \$156.99, give a wide range of choice. We are showing fifteen masterpieces by the celebrated artist, J. G. Brown, N.A., from \$325.00 to \$4,312.50.